

RAMON CHANCO, MBA

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SUMMARY

AI product manager with 10 years across enterprise software, startups, and client delivery. Own discovery, scoping, and launch for 7+ clients at Bassline Labs. Led product and operations at Unblocked Brands, shipping AI workflows and partner products for consumer brands across media & entertainment, e-commerce, and retail, including Billboard (Penske Media).

EXPERIENCE

Bassline Labs – Remote

2025 – Present

Founder

- Own builds for 7+ clients as single point of contact, from discovery and scoping through launch and retainer.
- Translate ambiguous client requests into SOWs, backlogs, and milestone plans; challenge scope with phased options.
- Architected multi-agent workflows for client website delivery, local SEO, and content operations.
- Delivered Framer and Shopify builds, including a real estate seller intake with instant speed-to-lead SMS into CRM.

Unblocked Brands – Remote

2022 – 2026

Founding Head of Product & Ops

- Owned product and delivery at a VC-backed platform serving Billboard, Beekeeper's Naturals, and consumer brands in media & entertainment, e-commerce, and retail; led design, engineering, and ops.
- Built and extended internal tooling for campaign setup, AI content generation, billing, analytics, and support.
- Automated content, QA, reporting, and ops workflows, saving an estimated 60–90 hrs/week across the stack.
- Led delivery of an internal campaign console and brand portal for campaign setup, status updates, and client performance reporting.
- Expanded ownership across product, engineering, design, analytics, and ops as the team contracted from ~30 to 4, supported by AI workflows.
- Defined AI-video acceptance criteria for identity, product fidelity, voice, and realism; implemented automated evaluation and human review.
- Built and ran live ops for Billboard Playback, a gamified loyalty platform with trivia and article scavenger hunts; aligned Billboard's charts, editorial, and brand leadership.
- Grew the quest platform to 500K users (~91K peak DAU) and ~70M ad impressions in 30 days for media partners.
- Launched Passport, no-app Apple and Google Wallet push notifications, with Complex and Deadline.
- Ran the NFT creator program, including a sold-out photography NFT collection and launches for Boyz II Men, Cypress Hill, and Sam Smith.

Rally.io – Remote

2021 – 2022

Program Manager, Creator Partnerships

- Onboarded 300% more users than any prior campaign with a 9 NFL player NFT launch. Featured on Sports Illustrated.
- Streamlined application prioritization across 10 partnership focus areas with scoring criteria and conditional logic.

Aumentum Technologies (formerly Thomson Reuters) – Remote

2018 – 2021

Product Manager

- Drove the billing roadmap for billions in tax revenue across 40+ counties, supporting 10 application versions.
- Automated tax bill charge creation with a global dev team, cutting temporary hiring expenses 92% year over year.

Hewlett Packard Enterprise – San Diego, CA

2016 – 2018

Business Analyst

- Led requirements and UAT migrating San Diego County's tax bills to a new system for ~\$5.8B in annual revenue.

EDUCATION

USC Marshall – MBA; Graduate Certificate: Technology Commercialization

May 2023

University of California, Riverside – BS, Business Administration (Information Systems)

June 2016

SKILLS & INTERESTS

- **AI & Automation:** Claude Code, Codex, MCP, multi-agent workflows, Playwright, context engineering, AI video
- **Technical:** SQL, Python/JS, Supabase, Notion, Linear, Jira, Figma, Framer, Shopify, HubSpot
- **Certifications:** Project Management Professional (PMP), #2047528 (June 2017)
- **Community:** Co-Founder of BTO Collective, EDM artists whose livestreams raised \$20K for Toys for Tots, Stop AAPI Hate, and PPE for SoCal hospitals. Featured on NBC News.